



اَوْنِبُوْرَسِيْتِي تَيْكُونُوْ لُوْ كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**UiTM KELANTAN KAMPUS MACHANG  
DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY**

**FUNDAMENTALS OF ENTREPRENEURSHIP  
(ENT300)**



**AIDA HOCS ENTERPRISE**

**PREPARED BY : NORANISYA BT NASARUDDIN (2019285654) (BA1184D)**

**PREPARED FOR : MADAM NUR HAZELAN BINTI MAT RUSOK**

<b>COVER PAGE</b>	<b>1</b>
<b>1.0 EXECUTIVE SUMMARY</b>	<b>3</b>
<b>2.0 OWNER BACKGROUND</b>	<b>4</b>
<b>3.0 COMPANY BACKGROUND</b>	<b>5</b>
<b>4.0 ENTERPRENEURIAL COMPETICIES</b>	<b>6-8</b>
<b>5.0 ELEMETS OF MARKETING</b>	<b>9</b>
<b>6.0 CONCLUSION</b>	<b>10</b>
<b>7.0 APPENDICES</b>	<b>11</b>

## 1.0 EXECUTIVE SUMMARY

Nowadays people living in Malaysia, as well as visitors eat much same kinds of food as are eaten in many other countries in Europe, North America and Asia. Chocolates and cookies is also a famous food. Basically, chocolate is made from cocoa beans and so on. Based on Malaysia population people it is a high potential to doing business of chocolates and cookies. So, Puan Zuraidah Bt Saidon who was born on 24 April 1972nin Kedah, Malaysia take this opportunity to expand her enthusiasm by build and operated a company that calls Aida Chocs Enterprise which is promote and severed a local chocolate and cookies. She is entrepreneur in SME industry. Before she become the owner of this company, she was working as a clerk for AM Bank Group and involve as part-time by selling cookies, bakery and chocolates at Batu Uban, Penang and at area fair.

Aida Chocs Enterprise establishes on 12 June 2007 but its really operation full time on early 2009 at D9 Medan Suri Sg. Nibong Besar Pulau Pinang. In the first year, when Aida Chocs Enterprise was operated, this company achieved RM 9700 revue profit to an accomplishment to be proud of. They make their history where this company become the first of newly SME won awards as Malaysian Good Design in 2009 and Marble Orange Cookies also Sweet Paradise Chocolate has been awarded as Malaysia Good Design in 2009. This company also recognized as one of the Quality Malaysian Product and it bears unique products characteristic. Move over, this company carry the HACCP and HALAL certification, making Aida Chocs Enterprise a beverage that can be enjoy by all people and all ages.

## 2.0 OWNER BACKGROUND



NAME: ZURAIDAH BINTI SAIBON

POSITION: MANAGER/OWNER

ADDRESS: 465 A BATU UBAN, JALAN SULTAN AZLAN SHAH 11700 PULAU PINANG

I/C NO: 720424-02-5048

D.BIRTH: 24 APRIL 1972

STATUS: MARRIED

RACE/RELIGION: MALAY/ISLAM

ACADEMIK: SPM

EXPERIENCE: 10 YEARS IN BAKING COOKIES AND CAKE

Leadership of Aida Chocs Enterprise is Zuraidah Binti Saibon. Aida who was born on 24 April, 1972 in Kedah, Malaysia. She is married to Ahmad Affendi Bin Ahmad, agent insurers and they have 4 kids. Her takes this opportunity to expand her enthusiasm by build this company which is promote and severed a local chocolate and so on. She is an entrepreneur in SME industry. Chocs Enterprise was found in Malaysia in June 17, 2007 which is Small Medium Industry Company. The status of this company is 100% of sole proprietors and she starts this business by having RM 5000 as her capital. She have faces many challenges in her business which is make her more confident to expand her company.

### 3.0 COMPANY BACKGROUND



Aida Chocs Enterprise is a local product which is the operation of this business is in region of peninsular Malaysia, especially in Seberang Perai. Aida Chocs Enterprise consistent desire to get the greatest service which is emphasize customers satisfaction and quality service in every business transaction. Aida Chocs Enterprise specialities in chocolate and cookies.

In the first year, when Aida Chocs Enterprise was operated, this company achieved RM 9700 revue profit to an accomplishment to be proud of. They make their history where this company become the first of newly SME won awards as Malaysian Good Design in 2009. This company also recognized as one of the Quality Malaysian Product and it bears unique products characteristic. Move over, this company carry the HACCP and HALAL certification, making Aida Chocs Enterprise a beverage that can be enjoy by all people and all ages.

This company is providing an excellent services to their customers which are long and short term strategics planning. Besides, this company also focuses more to their production and system of employment which is mean they have a good attitude in taking order also doing their other work.